

Specialty Crop Block Grant Program Outcome Measures

The U. S. Department of Agriculture, Agricultural Marketing Services and the Office of Management and Budget developed standardized outcome measures and performance indicators that apply to the Specialty Crop Block Grant Program (SCBGP). The reason for this is to compile data across all states making it easier to see the effect the program has on the specialty crop industry, which in turn strengthens the need for continued funding. Applicants submitting proposals to the SCBGP must select at least one of the seven outcomes listed below and at least one of the indicators listed underneath the selected outcome(s). If there are multiple sub-indicators under the selected indicator, applicants must select at least one. All selected outcome measures and related indicators/sub-indicators must be achievable during the grant duration.

Outcome 1:

Increasing Consumption and Consumer Purchasing of Specialty Crops

(mandatory for all proposals submitted to the Grown in California funding category and all marketing and promotion projects as defined below)

Definition: Marketing and promotion projects focus efforts to sell, advertise, promote, market, and generate publicity, attract new customers, or raise customer awareness for specialty crops or a specialty crop venue. These include, but are not limited to:

- Uses of social media to market and promote;
- Specialty crop local, regional, and national campaigns;
- Specialty crop only tradeshow;
- Website promotion and development;
- Use/development of billboards, radio, television, magazine, and email ads, and marketing materials, such as direct mail and brochures;
- Agritourism;
- Export market development;
- Retail promotions including point of purchase items, labels, packaging, etc.;
- Promotion of specialty crops at Farmers market; and
- Marketing and promotion campaigns with an education component directed to consumers.

Indicators:

- 1.1 Total number of consumers who gained knowledge about specialty crops _____.
 - 1.1a Adults _____.
 - 1.1b Children _____.
- 1.2 Total number of consumers who consumed more specialty crops _____.
 - 1.2a Adults _____.
 - 1.2b Children _____.
- 1.3 Number of additional specialty crop customers counted _____.
- 1.4 Number of new additional business transactions executed _____.
- 1.5 Increased sales measured in:
 - 1.5a Dollars _____.
 - 1.5b Percent change ____.
 - 1.5c Combination of volume and average price as a result of enhanced market activities _____.

Outcome 2:

Increasing Access to Specialty Crops and Expanding Specialty Crop Production and Distribution

Indicators:

- 2.1 Number of stakeholders that gained technical knowledge about producing, preparing, procuring, and/or accessing specialty crops _____.
- 2.2 Number of stakeholders that reported producing, preparing, procuring, and/or accessing more specialty crops _____.
- 2.3 Total number of market access points for specialty crops developed and expanded. Of those:
 - 2.3a Number of new online portals created to sell specialty crops _____.
 - 2.3b Number of expanded seasonal availability _____.
 - 2.3c Number of existing market access points that expanded specialty crop offerings _____.
 - 2.3d Number of existing market access points that expanded specialty crop offerings _____.
- 2.4 Number of new market access points that established specialty crop offerings.
- 2.5 Number of stakeholders that adopted best practices or new technologies to improve distribution systems _____.
- 2.6 Total number of partnerships established between producers, distributors, and/or other relevant intermediaries related to distribution systems _____. Of those established:

- 2.6a** Number formalized with written agreements (i.e. MOU's, signed contracts, etc.) _____.
- 2.6b** Number of partnerships with underserved organizations _____.
- 2.7** Total number of new/improved distribution systems developed __. Of those, the number that:
 - 2.7a** Stemmed from new partnerships _____.
 - 2.7b** Increased efficiency _____.
 - 2.7c** Reduced costs _____.
 - 2.7d** Increased specialty crop grower participation _____.
 - 2.7e** Expanded customer reach _____.
 - 2.7f** Increased online presence _____.
- 2.8** Number of specialty crop-related crops:
 - 2.8a** Created _____.
 - 2.8b** Maintained _____.
- 2.9** Total number of new individuals who went into specialty crop production as a result of marketing _____. Of those, the number who are:
 - 2.9a** Beginning farmers and ranchers _____.
 - 2.9b** Socially disadvantaged farmers or ranchers __.
- 2.10** Number of market access points that reported increased:
 - 2.10a** Revenue _____.
 - 2.10b** Sales _____.
 - 2.10c** Cost- saving _____.

Outcome 3: Increase Food Safety and Knowledge and Processes

Indicators:

- 3.1** Number of stakeholders that gained knowledge about prevention, detection, control, and/or intervention food safety practices, including relevant regulations (to improve their ability to comply with the Food Safety Modernization Act (FSMA) and/or meet the standards for aligned third party food safety audits such as Harmonized GAP/GHP) _____.
- 3.2** Number of stakeholders that:
 - 3.2a** Established a food safety plan _____.
 - 3.2b** Revised or updated their food safety plan _____.
- 3.3** Number of specialty crop stakeholders who implemented new/improved prevention, detection, control, and intervention practices, tools or technologies to mitigate food safety risks (to improve their ability to comply with the Food Safety Modernization

Act (FSMA) and/or meet the standards for aligned third party food safety audits such as Harmonized GAP/GHP) _____.

3.4 Number of prevention, detection, control, or intervention practices developed or enhanced to mitigate food safety risk _____.

3.5 Number of stakeholders that used grant funds to:

3.5a Purchase _____.

3.5b Upgrade food safety equipment _____.

Outcome 4: Improve Pest and Disease Control Processes

Indicators:

4.1 Numbers of stakeholders that gained knowledge about science-based tools to combat pests and diseases _____.

4.2 Number of stakeholders that adopted pest and disease control best practices, technologies, and innovations. _____.

4.3 Number of stakeholders that implemented new diagnostic systems, methods, or technologies for analyzing specialty crop pests and diseases _____. Of those:

4.3a The number of additional acres managed using integrated pest management _____.

4.4 Number of stakeholders that implemented new diagnostic systems, methods, or technologies for analyzing specialty crop pests and diseases _____.

4.5 Total number of producers/processors that enhanced or maintained pests and disease control practices _____. Of those, the number that reported:

4.5a Reduction in product lost to pests and diseases _____.

4.5b Improved crop quality _____.

4.5c Reduction in labor costs _____.

4.5d Reduction in pesticide use _____.

4.6 Number of producers/processors improving the efficiency of pests and disease control diagnostics and response testing, as reported by:

4.6a Improving speed _____.

4.6b Improved reliability _____.

4.6c Expanding capability _____.

4.6d Increasing testing (i.e. survey work for pests) _____.

Outcome 5: Develop New Seed Varieties and Specialty Crops

Indicators:

5.1 Number of cultivar and/or variety trials conducted _____. Of those:

5.1a The number that advanced to further stages of development _____.

5.2 Number of cultivars and/or seed varieties developed _____.

5.3 Number of cultivars and/or seeds varieties released _____.

5.4 Number of growers adopting new cultivars and/or varieties _____.

5.5 Number of acres planted with new cultivars and/or varieties _____.

Outcome 6: Expand Specialty Crop Research and Development

Indicators:

- 6.1** Number of research goals accomplished _____.
- 6.2** For research conclusions, the number that:
 - 6.2a** Yielded findings that supported continued research _____.
 - 6.2b** Yielded findings that led to completion of study _____.
 - 6.2c** Yielded findings that allow for implementation of new practice, process, or technology _____.
- 6.3** Number of industry representatives and other stakeholders who engaged in research results _____.
- 6.4** Total number of research outputs published to industry publications and/or academic journals _____. For each published research output, the:
 - 6.4a** Number of views/reads of published research/data _____.
 - 6.4b** Number of citations counted _____.

Outcome 7:

Improve Environmental Sustainability of Specialty Crops

Indicators:

- 7.1** Number of stakeholders that gained knowledge about environmental sustainability best practices, tools, or technologies _____.
- 7.2** Number of stakeholders that gained knowledge about environmental sustainability best practices, tools, or technologies _____.
- 7.3** Number of producers that adopted environmental best practices or tools _____.
- 7.4** Number of new tools/technologies developed or enhanced to improve sustainability/conservation or other environmental outcomes _____.
- 7.5** Number of additional acres managed with sustainable practices, tools, or technologies that focused on:
 - 7.5a** Water quality/conservation _____.
 - 7.5b** Soil health _____.
 - 7.5c** Biodiversity _____.
 - 7.5d** Reduction in energy use _____.
 - 7.5e** Other positive environmental outcomes (optional) _____.
- 7.6** Number of additional acres established and maintained for the mutual benefit of pollinators/specialty crops _____.

Additional information:

Difference between "jobs" and "careers": jobs are net gain of paid employment; new businesses created or adopted can indicate new careers.

Beginning farmer is an individual or entity that has not operated a farm or ranch for more than 10 years and substantially participates in the operation.

Socially disadvantaged farmer is a farmer who is a member of a socially disadvantaged group. A socially disadvantaged group is a group whose members have been subject to discrimination on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program.